



WIS COLUMBIA 2024 POLITICAL DISCLOSURE STATEMENT

The following policies and procedures will govern the sales of political advertising on WIS & WIS-2: Beth Desjardins, National Sales Manager will coordinate all political spot sales placed. She can be reached at 803-606-7610 or beth.desjardins@wistv.com. Shannon McDonald, Account Manager, is the point of contact and coordinator for all digital needs. She can be reached at 803-758-1291 or shannon.mcdonald@wistv.com. (Each will act as a backup for all political needs.) Station address is 1111 Bull St.; Columbia, South Carolina 29201. Telephone: 803-799-1010, Fax: 803-799-1010. **All checks and commercials should be sent this above address.** All schedules are to be received in written form to expedite handling and recording in political files.

CANDIDATES FOR FEDERAL OFFICE

Stations afford reasonable access by allowing purchase of reasonable amounts of time to legally qualified candidates for federal office.

STATE AND LOCAL RACES

Stations generally sell airtime to legally qualified candidates for non-federal public office. However, we reserve the discretion to determine the amount of advertising that it will sell to state and local candidates. This decision would be based upon WIS's obligation to afford reasonable access to federal candidates, the availability of inventory and the potential disruption to programming. Purchases of time by candidates for both federal and non-federal offices may be subject to the "equal opportunities" rights of opposing candidates in accordance with federal law.

LOWEST UNIT CHARGE ELIGIBILITY

Following circumstances must co-exist to trigger applications of the lowest unit charge:

- The actual use of broadcast time must occur within the 45 days before a primary or a primary run-off or within the 60 days prior to a general or special election.
- The use must involve a personal appearance by the legally qualified candidate through his or her voice or image.

Stations will offer rates to qualified candidates outside of political window. Rates offered will be comparable to rates that would be offered to similar commercial advertisers and will not be subject to lowest unit charge provisions.

SPOT ANNOUNCEMENTS - TERMS AND CONDITIONS

During 45 days before primary and the 60 day period before a general or special election (the "pre-election window"), WIS will sell spot announcements to political candidates on the same terms and conditions as are available to its most favored commercial advertisers. Pursuant to the Bipartisan Campaign Reform Act of 2002, no federal candidate will be offered the lowest unit charge unless the candidate provides the station with a certification that the candidate (and any authorized committee of the candidate) has not and will not make any

direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the

Bipartisan Campaign Reform Act of 2002. The following classes of spots, each of which has a separate rate structure, are available:

- P1: Non-pre-emptible time. Spots purchased as in this class are not pre-emptible by other advertisers and will air as ordered except in the case of technical malfunction or unforeseen programming changes. In such cases makegoods will be provided as promptly as possible (and before the election) in comparable or better time periods.
- P2: Commercials bought at these rates have an estimated 5% - 20% probability of pre-emption, depending on market demand. These spot announcements may be preempted in favor of other spots announcements with advanced notice to the advertiser. No class 2 spots will be preempted if there are class 4 or class 3 spots bought in the exact same time period in the exact same week. If preemptions should occur, the station will attempt to offer a makegood of equal audience value. Every effort will be made to makegood preempted spots purchased for use during the pre-election windows, before the election. Pre-emption is not likely on WIS-2.
- P3: Commercials bought at these rates have an estimated 40%-60% probability of pre-emption, depending on market demand. These spot announcements may be preempted in favor of other spots announcements with advanced notice to the advertiser. No class 3 spots will be preempted if there are class 4 spots bought in the exact same time period in the exact same week. If preemptions should occur, the station will attempt to offer a makegood of equal audience value. Every effort will be made to makegood preempted spots purchased for use during the pre-election windows, before the election. Estimated chance of pre-emption on WIS-2 is 10%.
- P4: These are rates below the station's effective selling level. Commercials bought at these rates have an estimated 60%-90% probability of pre-emption, and are immediately pre-emptible without notice. In addition, upon preemption the Station will endeavor to offer makegoods in whatever programming is available, which may be time periods of lesser audience value or different class of time. Estimated chance of pre-emption on WIS-2 is 25%.

The chance that pre-emptible spots will be preempted varies with the demand for time, which depends upon many factors such as the popularity of particular programs, the number of other advertisers seeking to purchase a particular program, economic conditions and similar considerations. As a result, the clearance potential of spots at particular price levels cannot be predicted in advance with complete accuracy. Inquiry should be made at the time of order as to present estimates of the clearance potential of pre-emptible spots in particular time periods. Those estimates do not guarantee clearance or level of preemptibility as demand can vary daily, particularly immediately before elections.

Attached is a rate card showing our estimates of the lowest unit charge for non pre-emptible time and for the three classes of pre-emptible time. All prices shown are subject to change – please contact the station closer to the election date for updated estimates. Candidates should inquire at the time of purchase as to current estimates of preemptibility of time bought at these rates.

WIS may also make available other rotations upon request, and may negotiate special advertising packages (combinations of spots in various classes or rotations) tailored to suit the particular needs of individual candidates. WIS may also engage in special promotions and if so, it will make such promotions available to political advertisers upon request.

:10/:15 Second positions. Placement is available in “natural” areas (slots specifically designated for these lengths) Please inquire as to the specific areas of natural :10’s and/or :15’s as these can change periodically. :10/:15 second announcements in “unnatural” areas can be preempted by :30 second positions, even if a non pre-emptible rate is selected, if sell-out of the :30 second position occurs.

Rates shown on WIS rate cards are for :30 second spots. :60’s are double, :15’s are 65% and :10’s are 50% of the :30-second rate. Please inquire concerning rates, preemptibility, scheduling and makegood policies for :10-second and :15-second commercials.

All commercials and programs are fully commissionable to recognized agencies at 15%. Candidates who purchase time without use of an agency will be extended a 15% discount.

Political announcements will be accepted for scheduling on Election Day.

Schedules may be subject to change and/or revision if required to provide equal opportunity for other qualified political candidates.

Stations will not offer or guarantee separation from other political announcements.

WIS will accept political advertising from qualified candidates within all news programming.

WISTV.com avails are quoted separately. All internet avails are priced at market rates based on supply and demand.

REBATES

If a spot of the same class and length as a candidate’s spot clears in the same time period in the same week at a lower rate, the station will rebate the difference in rates to the candidate. The station will review its records on a weekly basis and notify candidates of any rebates. The political broadcast week is Monday – Sunday. Rebate will be issued in form of credit against future time purchases or check issued to party making payment.

MAKEGOOD POLICY

We will make every effort to offer make-good(s) of equal value prior to the election for non-preemptible, p2 or p3 commercials. If necessary, makegoods for pre-emptible classes of time will consist of one or more spots with an aggregate value comparable to that of the preempted spot. In many cases the offered make-good will consist of a combination of spots in time periods other than that originally ordered. If a candidate rejects the offered make-good, we will provide credits or refunds for the preempted spots.

ORDER PROCEDURES

Orders for political time will not be considered “firm” until the station has received the following:

- Completed and signed “Agreement Form for Political Broadcasts” (NAB PB-16)
- Where applicable, list of members of the executive committee or board of directors of any corporation, committee, association or other group purchasing the time.
- Satisfactory proof that the purchaser is authorized to buy time for the candidate and that the candidate is legally qualified.
- Advance payment for the ordered time as outlined in the following section.

ADVANCE PAYMENT REQUIREMENTS

Payment for political advertising is to be received by the station in advance of the start date. Payment for schedules should be received no later than 12n the day before start and by 12n Friday for all spots to air on Saturday, Sunday or Monday. No political advertisement will be aired before payment has been received for all applicable time charges.

SUBMISSION OF MATERIALS

Commercials are to be delivered to station prior to scheduled air-date and be accompanied with written traffic instructions. The station will accept changes in instructions if they are in writing and copy is on hand at the station in accordance with the following deadlines: Tuesday – Friday deadline is 2p on previous day. Saturday – Monday deadline is 12n on Friday.

How to send your video file to WIS

Step 1- Enter any required or pertinent information such as your name, e-mail address, subject and message.

Step 2- Click the gray “Select File” (paperclip) button and choose the file you would like to send to WIS. The file may need to be compressed before sending.

Step 3- Send your email with the file attachment to wis-traffic@gray.tv

Video file specifications for WIS

Ideally, we find this combination to work best with our current arrangement.

In either case, please send “just the spot”. Do not include extra black, slate, etc.

HD Specs:

- .mov, .avi, M2t wrapper
- H.264 codec
- 1920 x 1080 Resolution
- 29.97 Frame Rate
- Video Data Rate 25 Mbps
- 2 channel stereo
- Audio Level: -12 db

SD Specs:

- .mov, mp4, mpeg, or .avi wrapper
- H.264 codec
- Upper Field, First Frame
- 720x480 resolution
- Video Data rate 8~10 Mb per sec
- Audio AAC 192 bit rate at 48k sample rate
- Audio level: -12db

If you have any questions regarding Hightail or the station specs please contact Lynda Young at wis-traffic@gray.tv or 803-758-1210

SPONSORSHIP IDENTIFICATION

All political advertisements must contain sponsorship identification that complies with Section 73.1212 of the FCC's rules and with applicable federal and state election laws. Section 73.1212 requires political spots to contain visual sponsorship identification in letters not less than 4% of total picture height broadcast (no less than 20 scan lines) for not less than four seconds.

PRE-BROADCAST REVIEW

WIS reserves the right to review, prior to broadcast; any political spot or program to ensure that it is a "use" as defined by federal law and contains the proper sponsorship identification prior to the broadcast. Stations normally have no right or responsibility of censorship over the remarks of a legally qualified candidate; however the FCC allows us to place neutral advisory warnings before spots which station believes may be disturbing to children or seek other solutions.

PUBLIC FILE

Political candidates, their representatives and the general public may review the WIS political files at <https://publicfiles.fcc.gov/tv-profile/WIS> or at the station between

WEEKEND ACCESS

We will not permit federal candidates to place time orders and change or edit copy outside of regular business hours on the weekend prior to the election. Contact the station for more specifics.

PRODUCTION

Production facilities and rates are available upon request and are not affected by lowest unit charge provisions. Staff personnel of WIS may not appear on camera as part of a political telecast on behalf of a candidate.

Updated 10/4/2023